

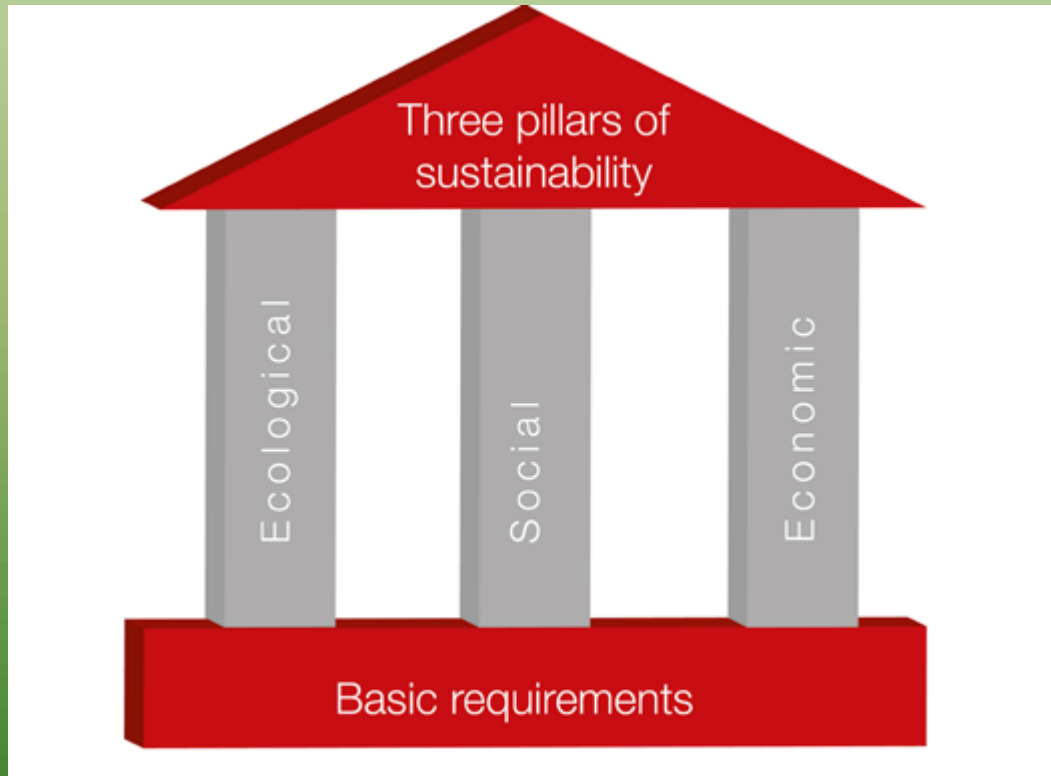
Sustainable Tourism

2014

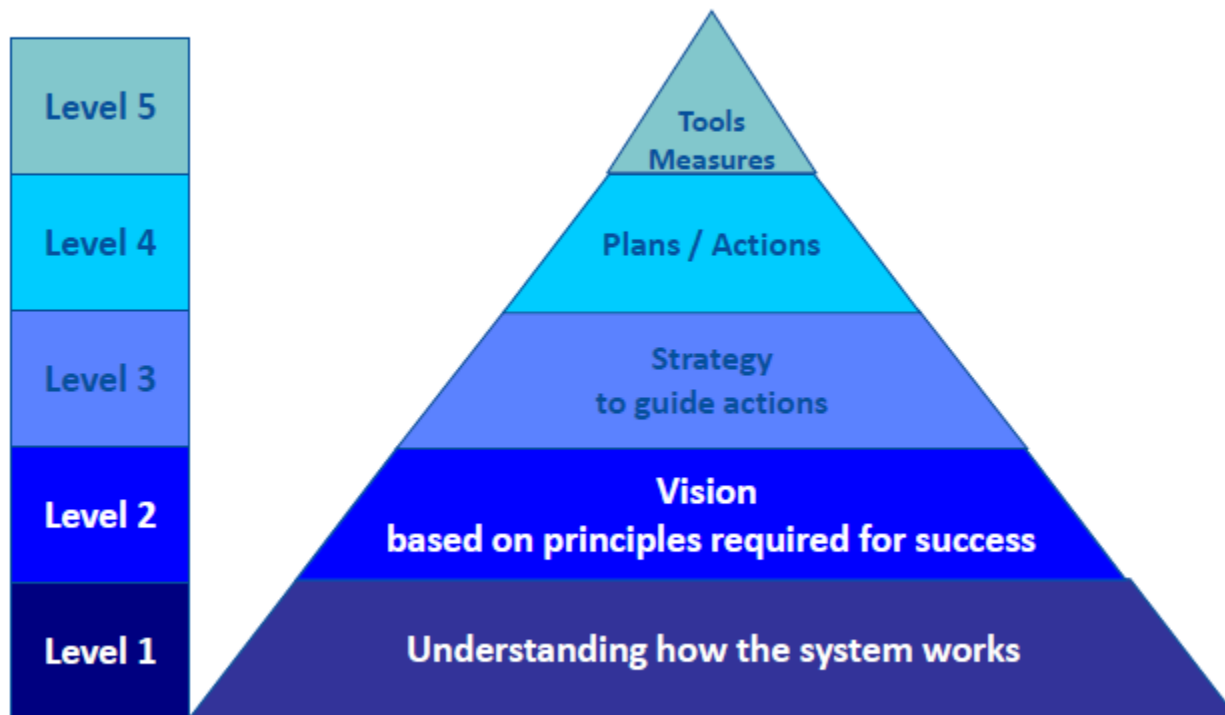
Sustainability

- http://www.youtube.com/watch?v=B5NiTN0c_hj0&feature=related
- The triple bottom line: environmental, social, economic
- Quadruple bottom line: governance or climate responsiveness

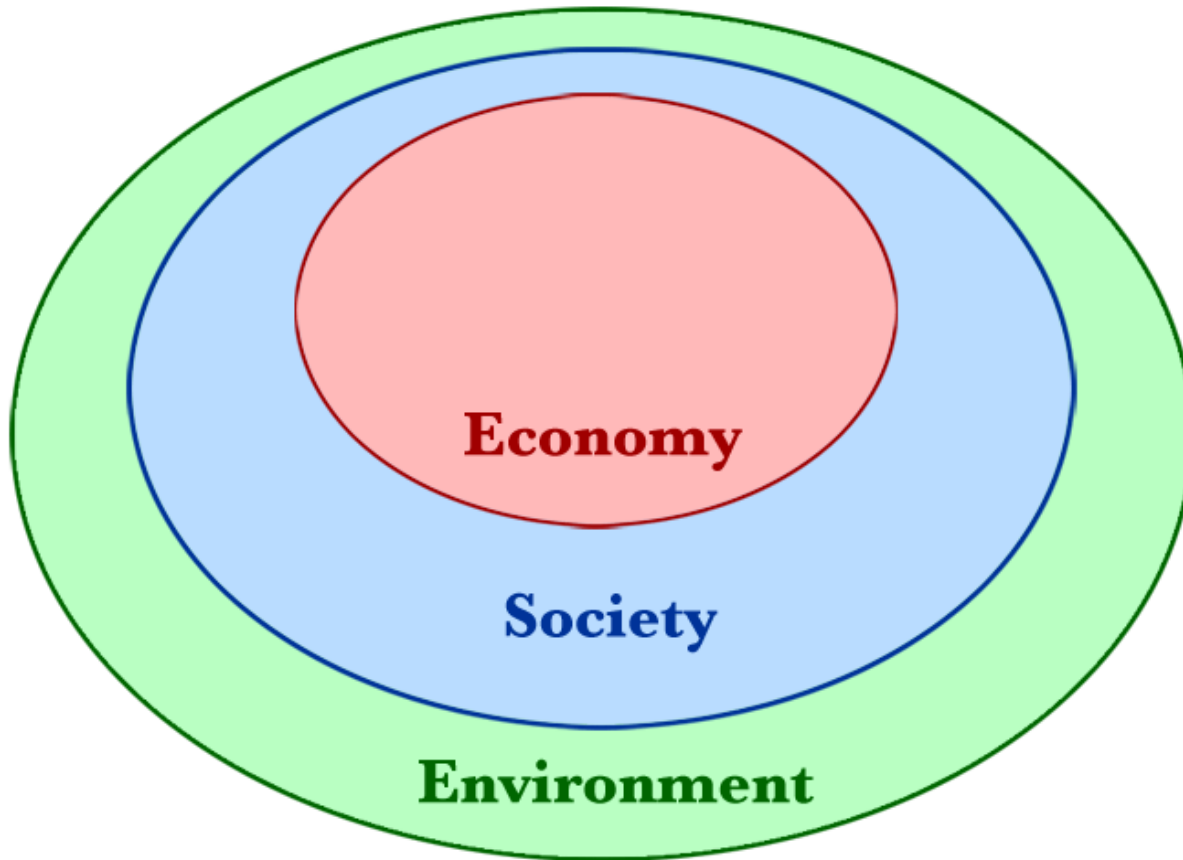
Three Pillars Model of Sustainability



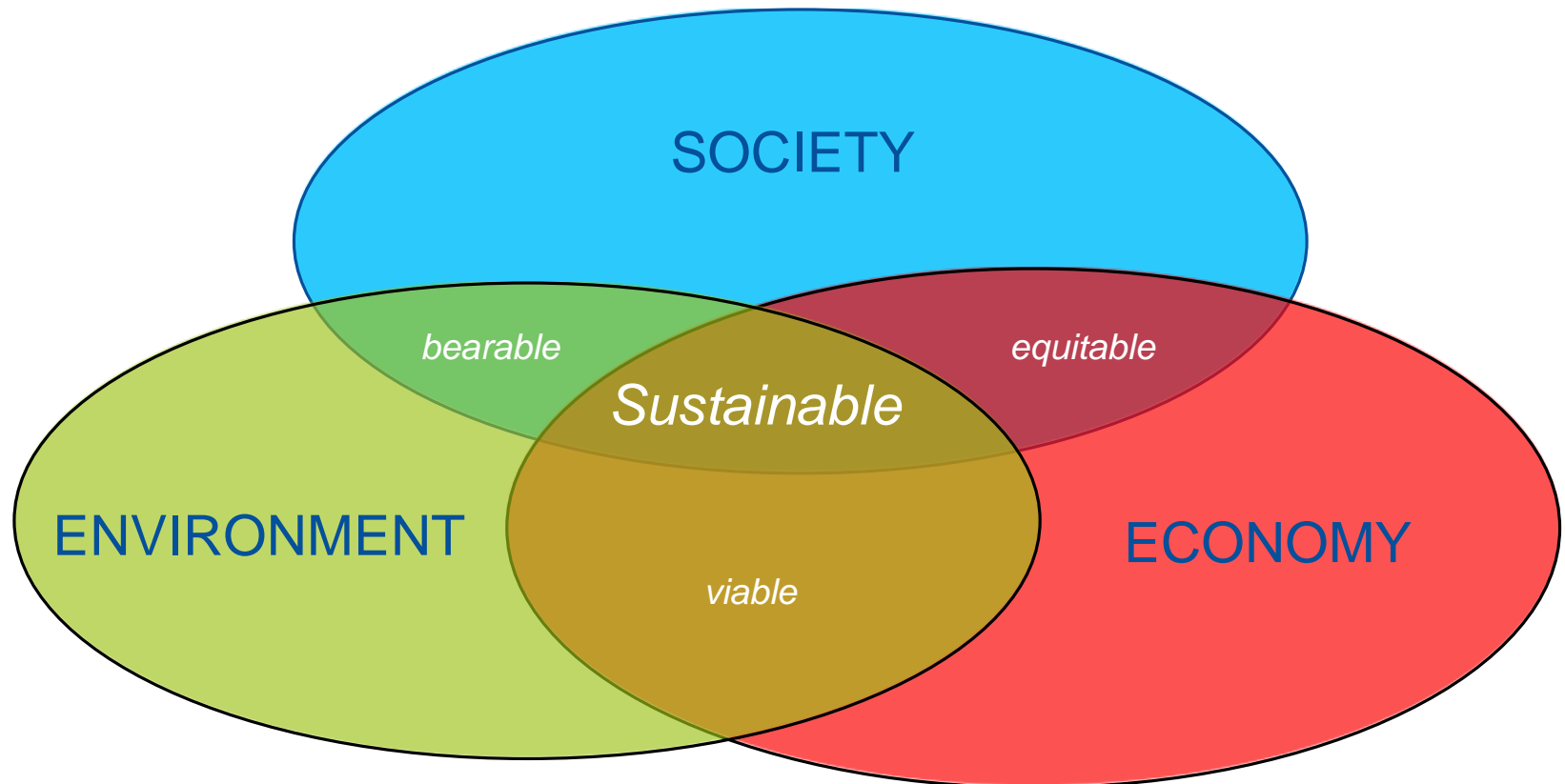
Pyramid Model



Strong Model for Sustainability



Defining sustainability



Governance

- Sustainable development and sustainable tourism can be seen as part of an integrated regional development process based on the participation of all stakeholders. This principle entails, several insights that should be taken into account in planning and management processes. (Mose & Weixelbaumer, 2002)

Environmental Sustainability

- **Basic level**

- Natural resources should only be claimed for use if they are able to renew themselves. The careful use of natural spaces contributes just as much to ecological sustainability as the conscious and economical use of energy and resources

- **Tourism Requirements**

- Tourism drives a strengthening of awareness of ecological connectedness in visitors and locals
- Sustainable use of energy and resources (e.g. for mobility) adds to the value of tourism products and services, and is brought closer to (potential) visitors
- Use of regional products and local materials is encouraged under these offers, and this is also brought out in their marketing
- Visitors are given the opportunity to experience protected natural spaces and regional species diversity. The host assumes a key role in communicating
- the sustainable management of natural resources.

Social Sustainability

- **Basic requirements**

- Taking account of the interests of the local population, involving regional actors in relevant projects, creating good working conditions and training staff are as much a part of social sustainability as taking account of local identity.

- **Requirements for Tourism**

- The interests of the local population in relation to tourism products and services are taken into account by including regional actors in the development phase
- The value of regional identity is appreciated or strengthened, and becomes a key argument in the marketing of tourism products and services. The historical legacy and regional culture are used in a deliberate manner to enrich offers
- Corresponding working conditions and staff training support the medium-term and long-term quality of sustainable offers. This helps to support how sustainable facilitated experiences are viewed at the local level.

Economic Sustainability

- **Base level**

- The resource provision necessary for specific projects is also guaranteed for the future
- Ensuring there is sufficient market demand for a product/a service . Economic success is guaranteed as a result
- *Thinking and acting long term* and not simply aspiring to short-term successes.
- Products and services do not contradict any of the three basic requirements in terms of content, and require long-term structural change.

- **Tourism Level**

- The resourcing needed for sustainable tourism projects is secured for the medium and long-term.
- Sustainable tourism products meet the needs of the target group or potential visitors, and result in sufficient market demand via their integration in marketing.

Vision for the future

- **Technology**

- A greenhouse gas balance sheet that is viable for the future
- Use of the latest technologies with high resource and energy efficiency
- Intelligent and system-oriented solutions for optimising energy systems
- Distribution transport volumes across various modes of transport, with soft mobility and public transport being promoted over motorised personal transport
- Social and organisational innovations through involving users
- Use of opportunities for realisation through early involvement of investors

Vision for the future

- **Mobility**

- Business-related mobility (by owners and employees, with a focus on public transport)
- Mobility in the regions (offer of Regio-Cards, hire of city bikes/trekking bikes/mountain bikes, hire cars, electric vehicles)
- Mobility in relation to travel to and from the destination
- Integrated approaches (total mobility, from travel to and from the destination through to movement in the destination area)

Vision for the future

- **Energy Supply and Logistics**
 - Switching energy supply to hydro, biomass, solar thermal and photovoltaic, bio-gas or wind
 - Energy distribution (intelligent electricity grids connecting producers, consumers and storage)
 - Use of goods and logistics (minimising and recycling bio-waste, eliminating waste, waste recycling and disposal)

Vision for the Future

- Cultural self-determination and diversity

Sustainable Enterprises

- London Olympics 2012
 - <http://www.youtube.com/watch?v=wmOmS-vHdzo>

References

- http://www.austriatourism.com/wp-content/uploads/2012/12/nachhaltigkeit_paper_2012_en.pdf